

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Triangle Circuits of Pittsburgh, Inc.

#### Catalyst Connection

#### Triangle Circuits Increases Sales with New Website

**Client Profile:**

Triangle Circuits, founded in 1979, operates as a manufacturer and supply-chain management partner for printed circuit boards--from quick-turn prototypes and medium board production, to providing high volume outsourcing of printed circuit boards for industry leading OEMs (Original Equipment Manufacturers) serving the industrial, medical, and instrumentation markets. The company employs 63 people at its facility in Oakmont, Pennsylvania.

**Situation:**

Triangle Circuits had a website with few visitors and even fewer sales. The company was interested in updating its web presence to attract new sales and improve the site for existing customers. Triangle Circuits contacted Catalyst Connection for assistance.

**Solution:**

Catalyst Connection worked with Triangle Circuits to develop a new website. The text and layout of the new site was 'search engine optimized' which makes it more likely to show up near the top of the list as the result of an internet search. This meant that more viewers found the company when they were searching for a key word that describes Triangle Circuits' products, even if the visitor is not familiar with the company name. Neal Rabogliatti, Catalyst Connection e-Strategy Consultant, continually monitors the site and implements the latest search and analytical techniques to keep the site on page one for over 25 key word search terms. As a result of Catalyst Connection's assistance, an average of 3,0000 visitors come to the website each month. Of those visitors, approximately 35 turn into sales leads for the company.

**Results:**

\* Increased sales by \$75,000.

**Testimonial:**

"We continue to receive sales leads each month from the site that Catalyst Connection helped us develop. This website is a very valuable marketing tool for our company."

Jay Stokes, New Business Development Manager